

ALL VERBAGE TO
APPEAR ON SIGNS (2)

RJR Express Checklane Display

- ☐ Improves opportunity for additional profits at the Express Checkout through the merchandising of promotional package offers
- ☐ Enhances decor and is easily customized

Test results show that stores using the RJR Express Checklane Display:

- ☐ Increase total category sales
- ☐ Increases purchases for the promotional offer by consumers who normally buy cigarettes at other outlets